

# NATIONAL CANNERS ASSOCIATION



## Information Letter



FOR N. C. A. MEMBERS

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### Coming Down the Home Stretch

There has been a gratifying response to the suggestion in last week's Information Letter that canners do their part in arranging for Canned Foods Week in the towns in which they operate. Requests for posters and streamers have been received from a number of canners who plan to provide retailers in their districts with the necessary display materials. Some canners are likewise arranging for special displays of their products in wholesalers' and retailers' establishments.

Some indication of the advertising planned during Canned Foods Week is given by the fact that about two hundred sets of the advertisement mats have been ordered by local committees and by newspapers. Each of these sets contains mats for ten separate advertisements, besides mats of the Canned Foods Week streamer.

Another indication of the way the campaign is being worked up is found in the extent to which the leaflet for distribution among retailers is being used. Over seventy thousand of these have been ordered by local committees. In addition, the National Committee in responding to requests for materials received from individual retailers in all parts of the country has distributed a considerable number of the leaflets.

Most of the display materials are already in the hands of the local committees, and the remaining supply will be used to fill orders received during the last few days of preparation for the campaign.

### Plowing Under Cornstalks to Control Corn Borer

The Department of Agriculture has announced that recent field experiments have demonstrated the effectiveness of plowing under cornstalks and debris in order to control the corn-borer. The full text of the announcement follows:

"Recent field experiments conducted by the United States Department of Agriculture have demonstrated the value and necessity of plowing under cornstalks and corn refuse and other plant debris as a means of corn-borer control. This method leaves the borers without adequate winter quarters, with the result that most of them finally perish, either being eaten by birds, beetles, or ants, or killed by various native parasites or by exposure to the weather.

"The use of plows with wide bottoms and a chain or wire to aid in burying all debris is an important help in doing a clean job. It is important that the material turned under not be dragged up by later cultivation.

"In the experiments, where the stalks were poled down and plowed under, as high as 97 per cent of the borers were killed. The disking of cornfields gave very unsatisfactory results. This practice will have to be discontinued if effective control of the corn borer is to be achieved.

"Miscellaneous Circular 84-M, 'How to Fight the European Corn Borer,' contains regulations promulgated by the department in States in the Lake Erie region together with suggestions for control of the corn borer. A copy of the new publication may be obtained free upon application to the United States Department of Agriculture, Washington, D. C."

### American Canned Pineapple Liked in France

The French appetite for canned pineapple is increasing to a marked extent according to a report to the Department of Commerce from its trade commissioner at Paris. During the first seven months of this year French imports of this product amounted to 1,620 metric tons, or about 300 tons more than the entire imports for 1923. In 1924 the imports rose to 1,880 metric tons and in 1925 to 2,821 tons. Ninety per cent of all the canned pineapple imported into France comes from Hawaii, the remaining 10 per cent coming from Singapore and the French West Indies. Of the Hawaiian pineapple the French prefer well-known American brands, which are widely distributed throughout the country.

### Summary of Business Conditions

In its summary of general business and financial conditions, based upon statistics for the months of September and October, the Federal Reserve Bulletin states that industrial and trade activity increased in September and is at present in considerably larger volume than in mid-summer. Production in basic industries and factory employment and pay rolls, after changing but little for about four months, advanced in September to the highest points since last spring. Wholesale and retail trade increased in September and was slightly larger than last year. Inventories of the department stores increased slightly more than is usual in September, and at the end of the month were in about the same volume as a year ago. Railroad freight car loadings reached new high weekly records in September, and shipments were maintained during the early weeks of October in much larger volume than in previous years. A great part of the increase as compared with last year is due to shipments of coal and ore, but loadings of manufactured commodities have also been larger.

The general level of wholesale prices advanced slightly in September and October, notwithstanding the drop in the price of cotton to the lowest level since 1921. The Bureau of Labor Statistics index of wholesale prices was about 1 per cent higher in September than in August, reflecting advances both in agricultural and in non-agricultural commodities. In recent weeks prices of corn, nonferrous metals, and paper have declined, while prices of livestock, meats, poultry and dairy products, and bituminous coal have increased.

### Canned Food Customs Cases Argued

On October 7th the customs case involving the import duty on tomato paste or sauce (Schroeder Bros. vs. United States—Suit No. 2752) was argued before the U. S. Court of Customs Appeals. On October 28th the cases involving classification of imported pitted cherries in brine (United States vs. O. Franchi and Fruit Products Corporation—Suit No. 2803) and imported canned pimientos (La Manna, Azema and Farnan vs. United States—Suit No. 2799) were argued before the same court. As soon as decisions in these cases are handed down, notice will be given to our members.

### South Italian Tomatoes and Tomato Products

The South Italian tomato crop for 1926 will probably be about one-third less than in 1925, according to a report received from the American Consul at Naples, under date of September 28. Last year's production of tomatoes in Southern Italy amounted to about 219,055 short tons, the provinces of Salerno, Naples, and Caserta supplying the larger amounts. This year's crop in these provinces is reported poor.

Current prices are high. At the beginning of the present season, about August 15, the price ran at about \$18.90 per short ton; growers are now receiving from \$23 to \$26 per ton. (Prices are calculated on the average value of the lira at 3.47 cents) In 1925 two daily trains of 25 cars each operated by the Italian State Railways ran between the Salerno growing districts and the large canneries in the vicinity of Naples. This year but one such train is being run.

Canners estimate that the production of canned peeled tomatoes in Southern Italy this season will be from 30 to 40 per cent less than in 1925, while that of tomato paste will be from 60 to 75 per cent less. The decreased production of canned peeled tomatoes is attributed directly to the poor crop, but the reduced manufacture of tomato paste is due chiefly to the strict enforcement of sanitary regulations in foreign countries. During the past season, more than 40,000 cases of tomato paste were returned to Italy from abroad, because the merchandise did not meet sanitary requirements of the countries of destination. One canner states that as a result of the strict enforcement of sanitary regulations in the United States not more than one-fourth of the usual quantity of paste can be shipped to the United States this season. This estimate, however, may be too low.

The following table shows the exports to the United States of canned peeled tomatoes and tomato sauce:

	Year	July to December, 1925	January to August, 1926
	Pounds	Pounds	Pounds
Canned tomatoes, from whole of Italy	87,999,225	.....	33,763,597
From district of Naples .....	.....	63,116,581	23,474,473
Tomato paste, from whole of Italy....	20,604,156	.....	11,396,395
From district of Naples .....	.....	9,268,332	8,739,244

### Study of Sweet Potatoes for Canning

A statement on the relation of storage to the quality of sweet potatoes for canning purposes, prepared by C. W. Culpepper and C. A. Magoon, Office of Horticulture, Bureau of Plant Industry, Department of Agriculture, has just been made public by the Department of Agriculture in cooperation with the Association of Land-Grant Colleges. The summary paragraphs of the article follow:

The study herein reported has shown that during curing and storage profound transformations take place in the sweet potato, and further alterations occur during the cooking process.

The physical evidence of these transformations, as they are manifested in the canned product, are a very marked softening of the flesh of the potato and a very considerable increase in sweetness. In all of the varieties studied the freshly dug potatoes yielded a very firm product, whereas the cured and stored stock yielded a product varying all the way from a medium to a very soft consistency.

Practical cooking tests have shown that the canned product from freshly dug sweet potatoes is well adapted to a variety of table uses and because of its firmness is superior to that canned from cured stocks for the preparation of such dishes as sauted and candied sweet potatoes.

Although many of the varieties studied gave an attractive product in the can, a few of them were found to have particular merit. Nancy Hall, Gold Skin, Vineless Pumpkin "Yam," and Porto Rico were among the best, but a very good canned product was obtained from Big Stem Jersey, Triumph, Red Bermuda and others.

It is important to note that those possessing the highest quality in the product of the freshly dug potatoes were also judged, in the earlier studies, as having particular merit when canned after the usual curing and storage treatment.

As a result of these combined studies it is apparent that by judicious handling of the raw stock the sweet-potato canner is able to put on the market products suited to every demand which the sweet potato supplies as a table commodity, and which for certain culinary uses is equal if not superior to the fresh vegetable.

### **Canned Pineapple Market in Denmark**

The American Commercial Attache at Copenhagen reports that the Danish consumption of canned pineapples is rather small, and has been decreasing during recent years owing to the excessive duty levied on all canned fruit imported into Denmark. During 1924 imports of canned goods into Denmark amounted to about 586 short tons, 754,820 pounds of which came from the United States, including the Hawaiian product. During 1925 about 607 tons were imported. Although these figures cover all canned goods it is estimated that about 50 per cent of these amounts represents pineapples.

The local market in canned fruits is highly competitive, practically all the important suppliers being represented. The prices of American fruits are generally somewhat higher than others, but the American product has the reputation of being of higher quality. Straits Settlements products, which are offered at a cheaper price, find but a limited sale.

### **Freight Loadings Again Break All Previous Records**

All previous records as to the number of cars loaded with revenue freight for any one week were shattered the week ended October 16. The total for the week was 1,210,163 cars, an increase of 23,152 cars over the previous high record established the week of September 18, when the total was 1,187,011 cars. It also was an increase of 85,725 cars over the record week prior to this year, which was that ended on August 29, 1925, when 1,124,438 cars were loaded.

From January 1 to October 16—42 weeks—cars loaded with revenue freight totaled 42,832,438, the greatest number for any corresponding period on record. This was an increase of 1,614,166 cars, or 3.9 per cent, over the corresponding period in 1925 and an increase of 3,861,491 cars, or 9.9 per cent, over the corresponding period in 1924. For the first forty-two weeks this year, the average weekly loading has been 1,019,820 cars. Loading of revenue freight has been in excess of one million cars in 21 weeks so far this year, which equals the record established in 1923.

### Care in Loading Mixed Cars

Wholesale grocers have brought to the attention of several members of the Association that canners of different lines sometimes fail to take proper care in loading cans.

It is highly desirable when a car of miscellaneous goods is loaded that goods of one kind be piled together as near as possible.